ORDER

Orders Order / Rev: 105617 Alt Order #: 06843267 Product Desc: OBAMA SKED A Estimate: KSNV 1621 Flight Dates: 08/17/12 - 08/23/12 Primary AE: Amy McCreary Original Date / Rev: 08/16/12 / 08/31/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: **Obama for America** Demographic: A35+ New Business Thru: **Product Codes:** PLC01-Democrat Order Separation: 00:05:00

Bill Plan

D					
Start Date	End Date	# Spots	Gross Amount	Net Amount	M
07/30/12	08/23/12	39	\$39,350.00	\$33,447.50	Α

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating	
August 2012	39	\$39,350.00	\$33,447.50	0.00	
Totals	39	\$39 350 00	\$33,447,50	0.00	

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	28%	\$39,350.00		
Market	100%	\$140,535.71		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,160.71
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,107.14
KTUD	1%	\$1,405.36
KVVU	15%	\$21,080.36
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$8,432.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type S	Spots	Amount
Ξ 1	KSNV	08/17/12	08/23/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	MTWTF	:30	2 \$400.001	0.00 NM	2	\$800.00
				M-F 5-6a WakeUp	w/Wagners							*******
	WAKE L	JP WITH 1	THE WAGI	NERS								
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
W	eek: 08/1	17/12	08/23/12	MTWT	2	\$400.00	0.00					

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1621

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type S	note	Amount
	M-F 5-6a WakeUp w/Wa@M	5-6a	MTWTF	:30	2 \$400.001	0.00 NM	2	\$800.00
WAKE UP WITH THE WAG	M-F 5-6a WakeUp w/Wagners NERS							
<u>Start Date</u> <u>End Date</u> Week: 08/17/12 08/23/12	Weekdays Spots/Week MTWT 2	Rate \$400.00	Rating 0.00					
E 2 KSNV 08/17/12 08/23/12		6-7a	MTWTF	:30	2 \$700.001	0.00 NM	2	\$1,400.00
WAKE UP WITH THE WAGI	M-F 6-7a WakeUp w/Wagners NERS							
<u>Start Date</u> <u>End Date</u> Week: 08/17/12 08/23/12	Weekdays Spots/Week MTWT 2	Rate \$700.00	Rating 0.00					
E 3 KSNV 08/17/12 08/23/12	Today Show CM Today Show	658a-9am	MTWTF	:30	2 \$1,400.001	0.00 NM	2	\$2,800.00
TODAY SHOW	roddy onow					90		
<u>Start Date</u> <u>End Date</u> Week: 08/17/12 08/23/12	Weekdays Spots/Week	Rate \$1,400.00	Rating 0.00			- 1		
	M-F Today Show II 3rd H0M	9-10a	MTWTF	:30	2 \$500.001	0.00, NM	2	\$1,000.00
TODAY SHOW II	M-F Today Show II							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/17/12 08/23/12	MTWT 2		0.00					
	M-F Today Show III 4th 6M Today 4th Hour	10am-11am	MTWTF	:30	2 \$325.001	,0.00 NM	2	\$650.00
TODAY SHOW III Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/17/12 08/23/12	MTWT 2		0.00					
E 6 KSNV 08/17/12 08/23/12	Rachael Ray CM Rachael Ray	11am-12pm	MTWTF	:30	2 \$325.001	0.00 NM	2	\$650.00
RACHEL RAY	,,							
<u>Start Date</u> <u>End Date</u> Week: 08/17/12 08/23/12	Weekdays Spots/Week MTWT 2	<u>Rate</u> \$325.00	Rating 0.00					
E 7 KSNV 08/17/12 08/23/12		12-1230pm	MTWTF	:30	2 \$425.001	0.00 NM	2	\$850.00
NEWS 3 AT NOON								
<u>Start Date</u> <u>End Date</u> Week: 08/17/12 08/23/12	Weekdays Spots/Week MTWT 2	<u>Rate</u> \$425.00	Rating 0.00					
E 8 KSNV 08/17/12 08/23/12	Days of our Lives CM Days of our Lives	1258p-2pm	MTWTF	:30	2 \$425.001	0.00 NM	2	\$850.00
DAYS OF OUR LIVES								
<u>Start Date</u> <u>End Date</u> Week: 08/17/12 08/23/12	Weekdays Spots/Week MTWT 2	<u>Rate</u> \$425.00	Rating 0.00		8			
E 9 KSNV 08/17/12 08/23/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:30 PM-5:0	MTWTF	:30	2 \$700.001	0.00 NM	2	\$1,400.00
NEWS	TIWINE VOO (Tilodi)	(4.50 F W-5.0	O FIVI)			- 1		
<u>Start Date</u> <u>End Date</u> Week: 08/17/12 08/23/12	<u>Weekdays</u> <u>Spots/Week</u> MTWT 2	<u>Rate</u> \$700.00	Rating 0.00					
E 10 KSNV 08/17/12 08/23/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:00 PM-4:3	MTWTF	:30	2 \$600.002	0.00 NM	2	\$1,200.00
FIRST NEWS 3 AT FOUR	+i Wittevo (Tilodi)	(4.001 101-4.5	O F WI)					
<u>Start Date</u> <u>End Date</u> Week: 08/17/12 08/23/12	Weekdays Spots/Week	Service College College	Rating 0.00			e li		
E 11 KSNV 08/17/12 08/23/12		5-630p	MTWTF	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00
EARLY NEWS	M-F Early News							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating			- 1		
Week: 08/17/12 08/23/12 E 12 KSNV 08/20/12 08/20/12		\$1,000.00	0.00 M	.30	1 \$2 200 004	0.00.1114		#2.200.00
	Monday Prime 9-10pm	9-10pm	v	:30	1 \$2,300.001	0.00 NM	1	\$2,300.00
STARS EARN STRIPES	Mookdaya Chata Marala	Data	Dating					
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	Weekdays Spots/Week	<u>Rate</u> \$2,300.00	Rating 0.00					
E 13 KSNV 08/20/12 08/20/12	CM	9-10pm	M	:30	1 \$2,300.001	0.00 NM	1	\$2,300.00

Print Date: 09/04/12 09:01:42 Page 3 of 4

KSNV

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Obama for America

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Product Desc:

OBAMA SKED A

Flight Dates:

08/17/12 - 08/23/12

Estimate:

1621

Ln Ch End Inventory Code Break Start/End Time Start Days Len Spots Rate Pri Rtg Type Spots Amount Mon PR 9-10p Monday Prime 9-10pm STARS EARN STRIPES Start Date **End Date** Weekdays Spots/Week Rating Rate M----Week: 08/20/12 08/26/12 1 \$2,300.00 0.00 E 14 KSNV 08/21/12 08/21/12 Tues PR 8-10p CM 8-10pm -T----:30 1 \$4,000.001 0.00 NM \$4,000.00 Tuesday Prime 8-10pm AGT Start Date **End Date** Weekdays Spots/Week Rating Rate -T----Week: 08/20/12 08/26/12 \$4,000.00 0.00 E 15 KSNV 08/21/12 08/21/12 Tues PR 10-11p CM 10-11pm 1 \$2,000.002 :30 0.00 NM -T----\$2,000.00 Tuesday Prime 10-11pm IOVE IN THE WILD **End Date** Spots/Week Start Date Weekdays Rate Rating 08/26/12 \$2,000.00 0.00 Week: 08/20/12 E 16 KSNV 08/22/12 08/22/12 Wed PR 8-9p CM 8-9pm :30 1 \$2,400.001 0.00 NM \$2,400.00 Wednesday Prime 8-9pm AGT (R) Start Date Weekdays Spots/Week Rating **End Date** Rate Week: 08/20/12 08/26/12 \$2,400.00 0.00 E 17 KSNV 08/22/12 08/22/12 CM Wed PR 10-11p 10-11pm --W----:30 1 \$3,200.001 0.00 NM \$3,200.00 Wednesday Prime 10-11pm LAW & ORDER: SVU Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 08/20/12 08/26/12 --W---\$3,200.00 0.00 E 18 KSNV 08/23/12 08/23/12 Thurs PR 10-11p 0.00 NM CM 10-11pm :30 1 \$2,100.001 \$2,100.00 Thursday Prime 10-11pm ROCK CENTER W/B. WILLIAMS **End Date** Start Date Weekdays Spots/Week Rate Rating ---T---Week: 08/20/12 08/26/12 1 \$2,100.00 0.00 E 19 KSNV 08/18/12 08/18/12 Sat PR 8-9p 1 \$1,300,001 CM 8-9pm 0.00 NM \$1,300.00 Saturday Prime 8-9pm **NBC ENCORES** Start Date **End Date** Weekdays Spots/Week Rate Rating 08/19/12 ----S-Week: 08/13/12 1 \$1,300.00 0.00 ----S-E 20 KSNV 08/18/12 08/18/12 Sat PR 9-11p 9-11p CM :30 1 \$2,000.001 0.00 NM \$2,000.00 Saturday Prime 9-11pm STARS EARN STRIPES (R) Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-Week: 08/13/12 08/19/12 1 \$2,000.00 0.00 E 21 KSNV 08/17/12 08/23/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF--2 \$1,100,001 0.00 NM 2 \$2,200.00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Spots/Week Start Date Rating End Date Weekdays Rate 08/23/12 MTWT---Week: 08/17/12 2 \$1,100.00 0.00 E 22 KSNV 08/17/12 08/23/12 The Tonight Show CM 1135p-1237a :30 \$425.001 0.00 NM MTWTF--\$1,275.00 Tonight Show TONIGHT SHOW W/ JAY LENO **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 08/17/12 08/23/12 MTWT---\$425.00 0.00 E 23 KSNV 08/17/12 08/23/12 Late Night w/Fallon CM 1237a-136am MTWTF--:30 \$225.001 0.00 NM 3 \$675.00 Late Night w/Fallon LATE NIGHT W/JIMMY FALLON Spots/Week Start Date **End Date** Weekdays Rating Rate MTWT---Week: 08/17/12 08/23/12 \$225.00 0.00 E 24 KSNV 08/19/12 08/19/12 NFL Football CM 1P-9PM 2 \$3,200.001 0.00 NM 0 \$0.00 NFL Football NFL INDIANAPOLIS @ PITT Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 ----5 0.00 2 \$3,200.00

Totals

39

\$39,350.00

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 Product De

vertiser: Obama for America

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Flight Dates: 08/17/12 - 08/23/12

Estimate: 162

1621

Ln Ch Start Inventory Code End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 24 KSNV 08/19/12 08/19/12 NFL Football CM 1P-9PM ----S :30 2 \$3,200.001 0.00 NM \$0.00 NFL Football NFL INDIANAPOLIS @ PITT Start Date End Date Spots/Week <u>Weekdays</u> Rate Rating Week: 08/13/12 08/19/12 ----S 2 \$3,200.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type ----Su 1 KSNV 08/13/12-08/19/12 NFL Football 1P-9PM :30(\$3,200.00) 0.00 NM Credited [credit] 2 KSNV 08/13/12-08/19/12 NFL Football 1P-9PM ----Su :30(\$3,200.00) 0.00 NM Credited [credit]